

New Ambassador-At-Large, Vincent Bootes, Shines Spotlight On The Gambia

From attracting investment to improving citizen welfare, Vincent Bootes is strengthening Gambian relationships with the rest of the world.

The Gambia has recently appointed successful businessman, Vincent Bootes as an Ambassador-At-Large. This exciting role means Bootes will be tasked with widening their international presence and attracting significant investment to the country.

As Ambassador-At-Large, Vincent Bootes will be working to attract foreign investment into The Gambia. These investments aim to boost the developing national economy. High on the priority list is to enhance the reputation of the country.

Bootes plans to shine the positive spotlight on the country by sharing the Gambian culture with other nations. Part of his role will include educating other nations about The Gambia's rich history and sharing what the vibrant country has to offer. It is hoped that his work will strengthen the economy. This will allow not only the culture of Gambia to develop but also its burgeoning tourist industry.

The Gambia And The UK

Ambassador Bootes will use his ties in the UK to develop The Gambia's relationship with the UK and Europe. The aim is to create a harmonious working relationship that promotes the economic development of all countries. While Bootes does have connections with the UK, it must be stressed that his work is at an international level, working to establish strengthened relationships across the world, rather than with one country specifically.

Bootes will also be involved in supporting The Gambia's ambassadors in their roles as they work in their host nations. He will focus on practical proposals that will create benefits for the host nations, West Africa and The Gambia.

Charity In A Crisis

Ambassador Bootes is a passionate philanthropist. He is well known for his charity fundraising campaigns and generous donations. Under the dark cloud of a global pandemic, he has stepped up to support those in need. On the 22nd of April 2020, Ambassador Bootes donated essential food supplies to the Ministry of Foreign Affairs, International Cooperation and Gambians Abroad. Bootes focused this donation to support the junior staff at the ministry.

It is hoped that Bootes' selfless donations of essentials will help these essential workers to continue providing effective services to those in need. In these difficult times, the gift is an essential reminder of how important it is for us all to stand together and support each other. Ambassador Bootes, generous donation included 25kg bags of rice and sugar as well as bottles of vegetable oil.

Ambassador has also supplied the Gambian Police Force with a generous donation of sanitary supplies. The contribution of hand sanitiser, tissues and cleaning products will provide the police officers with much-needed protection during the fight against COVID-19. Ambassador Bootes wished to directly support the police force who are on the front lines in these troubled times. He hopes that his donation will help to keep these valued police officers healthy and able to continue their vital work.

How Bootes Can Make A Difference

The Ambassador-At-Large stands apart from other ambassadorial roles in that the ambassador in question is not assigned to a single country or embassy. The Ambassador-At Large will often operate in several different countries and regions.

An Ambassador-At-Large is commonly appointed when a state wishes to advance a specific agenda—for example, international relations, women's rights, Olympic preparations and counter-terrorism. In the case of Ambassador Bootes, his role is to build the global presence of The Gambia as well as securing foreign investments into the country. This is the task given to the majority of Gambia's Ambassadors-At-Large.

Growing The Gambia

The Gambia has been an independent state since 1965. With a turbulent political past, The Gambia is in the process of becoming a thriving democratic nation. After developing their constitution in 1996, The Gambia left the commonwealth in 2013. Although still an emerging nation, the economy is growing, and tourism has been thriving.

As the economy of The Gambia is still developing, international ties are vital to ensure that the country's two million inhabitants are able to continue improving their quality of life. The Gambia is a proud member of the Economic Community of West African States (ECOWAS). As a small nation, The Gambia is committed to working with ECOWAS, which aims to improve the lives of all residents of West Africa.

Expert Investor

Ambassador Vincent Bootes has a long history of investing in the engineering industry, making him ideally placed for his new role. He has an eye for companies that can be saved. He has made a habit of buying companies that are at risk of closing, injecting cash into them and helping them to grow. Thus saving, and even creating jobs.

Whilst new to the role, Ambassador Bootes is relishing the unique challenge of the Ambassador-At-Large role. The goal of bringing The Gambia to the front of the international stage is one he looks forward to. He understands how important it is to secure foreign investment into the country and the whole region of West Africa and the region will eagerly await the opportunities that Bootes can bring.

However, for now, it is especially important to make sure that The Gambia can emerge from this current global crisis as unscathed as possible and ready to make a significant difference on the global stage.

Mission and Values

1. Widening The Gambia's international presence
2. Attracting significant foreign investment into the national economy
3. Enhancing The Gambia's reputation
4. Shining a positive spotlight on the country by sharing the Gambian rich culture and history with other nations
5. Enhancing the country's burgeoning tourist industry.